

Claims

What is claimed is:

1. In a television network environment, the television
5 network environment being a cable-based system, a satellite-based
system or a switched digital video system, a method of managing
advertisement opportunities, the method comprising:

recognizing one or more advertisement opportunities
(avails);

10 creating a plurality of subavails based on the recognized
avails, wherein each of the subavails is directed at a particular
target audience group; and

aggregating the subavails to generate one or more groups of
subavails.

15 2. The method of claim 1, further includes selling the
groups of subavails to one or more prospective advertisers.

3. The method of claim 2, further comprises:

20 receiving one or more bids for each group of subavails; and
selling the group of subavails to the highest bidder.

4. The method of claim 1, further comprising:

gathering one or more subscriber characteristics of the target audience group; and

correlating the subscriber characteristics to the groups of subavails.

5

5. The method of claim 4, further includes determining pricing for the groups of subavails based on the correlation.

10 6. The method of claim 5, further includes selling the groups of subavails based on the determined pricing.

15 7. The method of claim 4, further comprising:
transmitting the correlation results to one or more prospective advertisers;
receiving one or more bids for each group of subavails; and
selling the group of subavails to the highest bidder.

20 8. The method of claim 4, further comprising:
receiving information about one or more advertisements to be placed in the subavails;

characterizing the advertisements; and
correlating the advertisements and the subscriber groups, whereby the advertisements are inserted in the subavails based on the correlation.

9. The method of claim 1, wherein the subavails are grouped by combining a plurality of subavails across different channels.

5

10. The method of claim 1, wherein the subavails are grouped by combining a plurality of time-sequenced subavails.

11. The method of claim 9, wherein the subavails are gathered from the same channel.

12. In a television network environment, the television network environment being a cable-based system, a satellite-based system or a switched digital video system, an advertisement management system for managing advertisement opportunities, the system comprising:

an avail opportunities recognition module for recognizing advertising opportunities;

a subavail generation module for creating a plurality of subavails based on the recognized avails; and

a subavail aggregation module for aggregating the subavails to generate one or more groups of subavails.

13. The system of claim 12, further includes an avail sales/auctioning module for selling the groups of subavails to one or more prospective advertisers.

5 14. The system of claim 12, further comprising:
a subscriber characterization module for gathering subscriber characteristics; and
a correlation module for correlating the subscriber characteristics to the groups of subavails.

10 15. The system of claim 14, wherein the correlation module also correlates the subscriber characteristics to advertisements.

15 16. The system of claim 12, wherein the subavails are grouped by combining a plurality of subavails across different channels.

17. The system of claim 12, wherein the subavails are grouped by combining a plurality of time-sequenced subavails.

20